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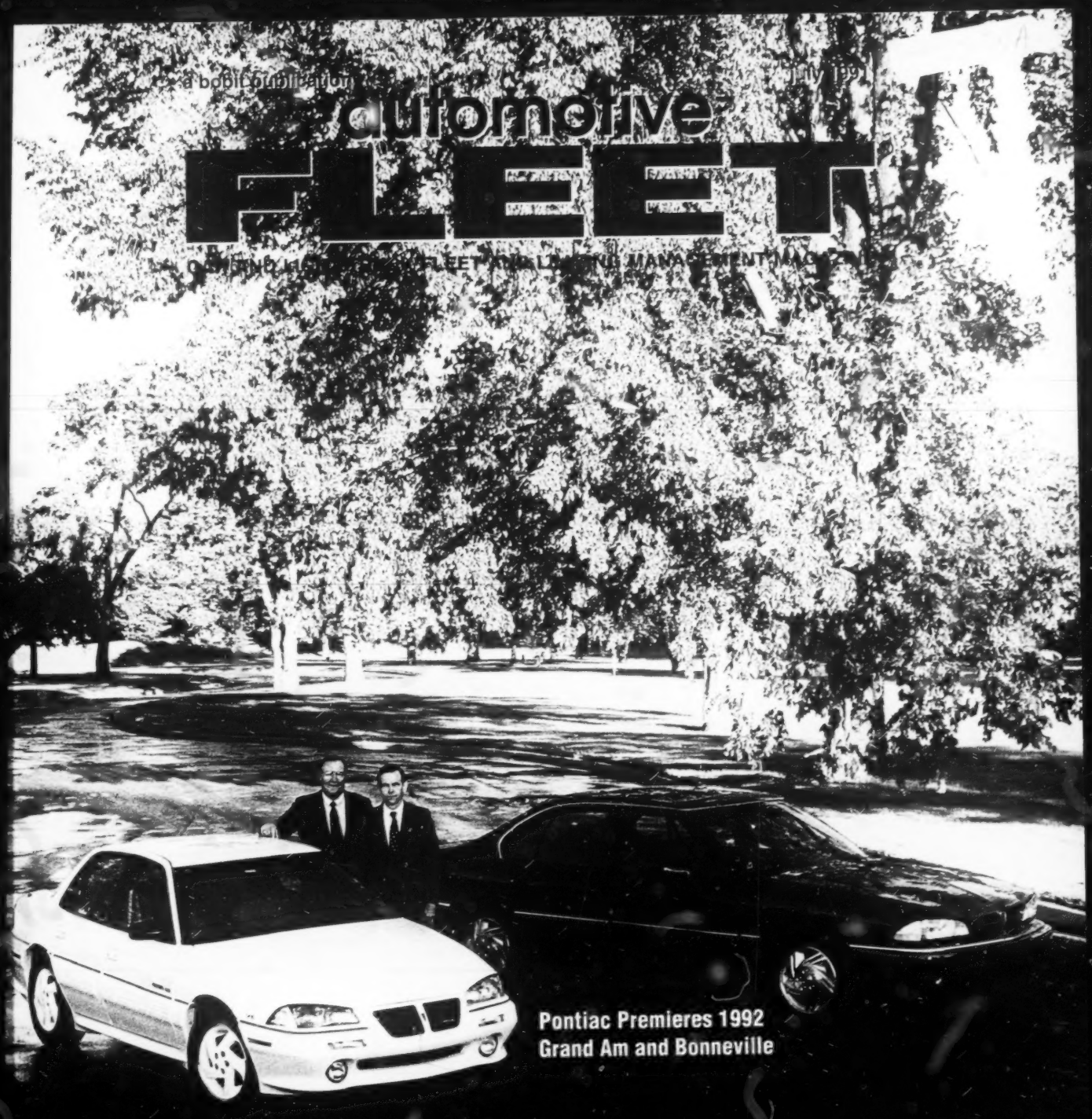
automotive FLEET

JULY 1992



Pontiac Premieres 1992
Grand Am and Bonneville

First '92 Programs

Treasury Department Depreciation Study

Small Fleet Operating Solutions

Dualing Lessors: Pro and Con

Retail Incentives Restrict Fleet Buys

Spotlighting Service Bodies

automotive
FLEET®

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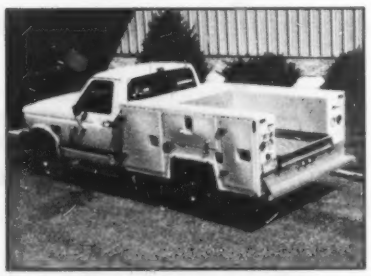
CAR AND LIGHT TRUCK FLEET AND LEASING MANAGEMENT MAGAZINE

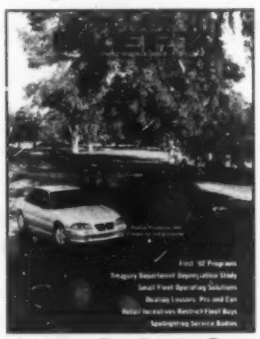
July 1991
VOL. 30, NO. 9

Influencing the management of 5,072,000 cars and 2,209,000 light trucks and vans in business, leasing, rental, utility, government, police, and taxi fleets.

P. 24 — Office Manager Jim Michels of the Wacker Corp. manages the company's 84-unit fleet in addition to various other responsibilities at the construction equipment company.



P. 72 — Service bodies are widely used in fleets for maintenance and service applications, because of the many ways they can be customized to fit specific needs.



On the Cover — The Pontiac Bonneville and Grand Am are new for 1992, and the Bonneville features GM's first-ever passenger air bag. The August issue of AF will present a sneak preview of these and other new models.

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One fleet discovered that its employees could buy a personal car cheaper through retail rebates than the company could using fleet incentives.

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AUTOMOTIVE FLEET® (ISSN 0005-1519) is published monthly except twice in April - Annual Fact Book issue, by Bobit Publishing Company, 2512 Artesia Blvd., Redondo Beach, California 90278. The contents of this publication may not be reproduced either in whole or in part without consent of Bobit Publishing. Send Editorial and advertising correspondence to: 2512 Artesia Boulevard, Redondo Beach, California 90278. Subscription Prices – United States: $32 per year; Canada $40 per year; Foreign $50 per year. Single copy price – $3; Fact Book – $35. Send all address changes and subscription correspondence to AUTOMOTIVE FLEET, P.O. Box 1939, Marion OH 43305-1939. Subscription order must show name and title of individual, company and nature of company's business. Bobit Publishing reserves the right to refuse non-qualified subscriptions. Second Class postage paid at Redondo Beach, California 90277-9998 and at additional mailing offices. POSTMASTER: Send address changes to Automotive Fleet, P.O. Box 1939, Marion, OH 43305-1939. Bobit Publishing Company also publishes, *Auto Rental News, Bedroom, Business Driver, Installation News, Sound Challenge, Fleet Financials, Limousine & Chauffeur, Metro, Contemporary Surgery, Contemporary Orthopaedics, School Bus Fleet, Security Sales, Canadian Automotive Fleet, Canadian Business Driver, Nails, Nail Technician News, and Showcase USA.*

Automotive Fleet 1991 Fact Book Update

Presented below are updates and corrections to information recently published in the 1991 Automotive Fleet *Fact Book. Please save this page for future reference when using the 1991 edition of the Fact Book.*

Manufacturers Section

The phone number for J.M. Hahn, manager, fleet programs for General Motors Corp. was incorrectly listed on page 58. Hahn's correct phone number is (313) 974-6387.

On page 66, Joseph Zeuli, former manager, fleet operations for Mitsubishi Motor Sales, has since been promoted to manager of dealer facilities. Christopher White, manager, fleet sales, now heads Mitsubishi's fleet department.

The phone number for Mike Rocco, Toyota's corporate fleet manager, was incorrectly listed on page 82. Rocco's correct phone number is (213) 618-4936.

Fleet Lessor Section

On page 118, the description of the lessor and management services offered by PHH FleetAmerica should read: "Car and truck management, vehicle leasing, vehicle expense reporting, automotive services, maintenance assistance, and accident management services."

ARI, Inc.'s fax number was incorrectly listed on page 92. The correct fax number is (609) 234-9245.

On page 104, Daniel F. Starr was listed as vice president, sales, Western region for Emkay Inc. Starr is no longer with the company.

Enterprise Leasing Co.'s address was incorrectly listed on page 106. The correct address is 8850 Ladue Road, St. Louis, MO 63124.

On page 114, LMV Leasing, Inc's fax number was incorrectly listed. The correct fax number is (412) 828-0314.

Fleet Dealer Section

On page 165, Jim Conner's name was incorrectly spelled. Also, the dealership was incorrectly listed as Connors Fleet. The correct name for the dealership is Schmerler Ford. Conner is also fleet manager for the dealership's Buick, Chevrolet, and Lincoln-Mercury franchises.

On page 160, Meri Huskey was incorrectly identified as the fleet manager for Penske Buick. Huskey's dealership is Penske Cadillac.

Market Data Section

On page nine, the Class 1-5 truck portion of the chart entitled Fleet Statistics by Type and Size (as of 1/1/91) was incorrectly printed. Presented is an updated version of this chart with the correct fleet figures highlighted in boldface type.

Trucks — Class I, II, III, IV, V

Type of Fleet	Leased or Managed	Owned	Total
Businesses with 25 or More Class I-V Trucks (Includes leasing, construction, plumbing, heating, food distribution, pest control, cable TV, etc.)	686,000	255,000	941,000
Businesses with 10 to 24 Class I-V Trucks	191,000	82,000	273,000
Utilities	105,000	488,000	**593,000**
Government (Federal, state, county, and local.)	59,000	187,000	246,000
Daily Rental	13,000	138,000	151,000
Other (Police, taxi, etc.)	1,200	4,800	6,000
TOTAL	1,055,200	**1,154,800**	**2,210,000**

USED-CAR PRICES

The following are average used-car prices for the period ending June 10,1991. Prices are based on wholesale activity at major dealers across the country. They are divided into three zones as indicated on the accompanying map. These averages are calculated electronically. They are based on clean cars only. Proper allowance should be made for upgrading sharp cars and proper deduction taken for fair cars. Automatic transmissions have been included in the averages of all models. This information is published in *Automotive Fleet* by special permission of *Automotive Market Report*.

Model	AVERAGE AUCTION PRICE Zone 1	Zone 2	Zone 3
89 BUICK SKYHAWK			
Coupe	5,618	5,672	5,501
Sedan	5,694	5,752	5,581
88 BUICK SKYHAWK			
Coupe	4,595	4,643	4,502
Sedan	4,659	4,705	4,568
90 BUICK SKYLARK			
Cust Sedan	7,787	7,863	7,632
89 BUICK SKYLARK			
Cust Sedan	6,569	6,636	6,440
90 BUICK CENTURY			
Cust Sedan	8,419	8,503	8,249
89 BUICK CENTURY			
Cust Sedan	6,619	6,685	6,486
90 BUICK LESABRE			
Cust Sedan	10,829	10,939	10,615
89 BUICK LESABRE			
Cust Sedan	8,486	8,571	8,315
90 CADILLAC DEVILLE			
Coupe	17,423	17,597	17,076
Sedan	17,600	17,776	17,248
89 CADILLAC DEVILLE			
Coupe	14,573	14,719	14,283
Sedan	14,733	14,882	14,439
90 CADILLAC SEVILLE			
Sedan	18,119	18,300	17,756
89 CADILLAC SEVILLE			
Sedan	14,895	15,045	14,597
90 CHEVY BERETTA			
Coupe	7,838	7,917	7,681
89 CHEVY BERETTA			
Coupe	6,522	6,589	6,392
90 CHEVY CORSICA			
Hatchback 5 Dr.	7,600	7,678	7,450
89 CHEVY CORSICA			
Hatchback 4 Dr	6,008	6,067	5,891
90 CHEVY CAVALIER			
Sedan	5,898	5,956	5,780
89 CHEVY CAVALIER			
Sedan	5,209	5,260	5,104
89 CHEVY CELEBRITY			
Sedan	6,018	6,078	5,897
88 CHEVY CELEBRITY			
Sedan	4,741	4,789	4,647
90 CHEVY CAPRICE			
Sedan	8,605	8,692	8,434
89 CHEVY CAPRICE			
Sedan	6,756	6,827	6,623
90 CHRYSLER LEBARON			
Sedan	9,555	9,650	9,365
89 CHRYSLER LEBARON			
Highline Sedan	6,366	6,428	6,236
90 CHRYSLER NEW YORKER			
Salon Sedan	11,345	11,459	11,119
89 CHRYSLER NEW YORKER			
Sedan	9,660	9,754	9,466
89 CHRYSLER FIFTH AVENUE			
Sedan	9,762	9,854	9,563
88 CHRYSLER FIFTH AVENUE			
Sedan	7,719	7,796	7,565
89 DODGE ARIES AMERICA			
Sedan	4,811	4,857	4,712
88 DODGE ARIES AMERICA			
Sedan	3,733	3,770	3,658
90 DODGE SHADOW			
Liftbk 5 Dr	6,431	6,496	6,301
89 DODGE SHADOW			
Liftbk 5 Dr	5,288	5,339	5,184
90 DODGE DYNASTY			
Sedan	9,459	9,550	9,271
90 FORD ESCORT			
Hichbk 4 Dr LX	5,637	5,694	5,524
89 FORD ESCORT			
Hichbk 4 Dr LX	4,506	4,551	4,416
90 FORD MUSTANG			
LX-4 Coupe	7,433	7,509	7,287
89 FORD MUSTANG			
LX-4 Coupe	6,016	6,075	5,896
90 FORD TEMPO			
GL Sedan 4 Dr	6,748	6,815	6,612
89 FORD TEMPO			
GL Sedan 4 Dr	5,361	5,415	5,253
90 FORD TAURUS			
GL Sedan 4 Dr	9,241	9,334	9,058
89 FORD TAURUS			
GL Sedan 4 Dr	6,977	7,047	6,833
90 FORD CROWN VICTORIA			
Sedan	11,760	11,878	11,527
89 FORD CROWN VICTORIA			
Sedan	9,567	9,663	9,378
90 THUNDERBIRD			
Coupe	9,776	9,874	9,581
89 THUNDERBIRD			
Coupe	8,235	8,316	8,070
90 LINCOLN			
Town Car Sedan	17,694	18,143	17,606
Mark VII LSC Coupe	17,490	17,665	17,140
Continental Sedan	16,577	16,743	16,245
89 LINCOLN			
Town Car Sedan	13,269	13,404	13,004
Mark VII LSC Coupe	14,402	14,547	14,116
Continental Sedan	14,335	14,478	14,049
90 MAZDA 626			
LX Sedan 4 Dr	10,332	10,435	10,229
90 MERCURY COUGAR			
LS Coupe	10,337	10,439	10,126
89 MERCURY COUGAR			
LS Coupe	8,755	8,842	8,580
90 MERCURY TOPAZ			
GS Sedan 4 Dr	6,911	6,983	6,777
89 MERCURY TOPAZ			
GS Sedan 4 Dr	5,505	5,560	5,395
90 MERCURY SABLE			
GS Sedan 4 Dr	9,330	9,423	9,143
89 MERCURY SABLE			
GS Sedan 4 Dr	7,031	7,100	6,889
90 MERCURY GRAND MARQUIS			
GS Sedan	11,476	11,590	11,248
89 MERCURY GRAND MARQUIS			
GS Sedan	9,476	9,571	9,267
90 MITSUBISHI MIRAGE			
Sedan 4 Dr	6,197	6,259	6,134
89 MITSUBISHI MIRAGE			
Sedan	4,739	4,786	4,692
90 NISSAN MAXIMA			
SE Sedan	14,666	14,813	14,518
89 NISSAN MAXIMA			
SE Sedan	12,265	12,388	12,142
90 NISSAN SENTRA			
Sedan 2 Dr	5,588	5,643	5,531
89 NISSAN SENTRA			
Sedan 2 Dr	4,261	4,303	4,218
90 NISSAN STANZA			
XE Sedan 4 Dr	9,310	9,402	9,217
89 NISSAN STANZA			
E Mtch 4 Dr	7,236	7,308	7,163
90 OLDS CIERA			
Coupe	8,485	8,571	8,316
Sedan	8,575	8,660	8,407
89 OLDS CIERA			
Coupe	6,545	6,612	6,414
Sedan	6,619	6,685	6,486
90 OLDS CALAIS			
Sedan	6,921	6,990	6,784
89 OLDS CALAIS			
Sedan	6,022	6,082	5,902
90 OLDS CUTLASS SUPREME			
Coupe	9,314	9,407	9,128
89 OLDS CUTLASS SUPREME			
Coupe	7,486	7,562	7,337
90 OLDS 98 REGENCY			
Sedan	13,652	13,791	13,380
89 OLDS 98 REGENCY			
Sedan	10,502	10,608	10,290
89 PLYMOUTH RELIANT			
Sedan	4,786	4,834	4,691
88 PLYMOUTH RELIANT			
Sedan	3,733	3,769	3,660
90 PLYMOUTH SUNDANCE			
Liftbk 4 Dr	6,431	6,496	6,304
89 PLYMOUTH SUNDANCE			
Liftbk 4 Dr	5,288	5,339	5,184
89 PLYMOUTH GRAN FURY			
Salon Sedan	4,928	4,979	4,830
88 PLYMOUTH GRAN FURY			
Salon Sedan	3,904	3,943	3,828
90 ACCLAIM			
Sedan	7,352	7,425	7,205
90 PONTIAC SUNBIRD			
LE Sedan	6,660	6,725	6,524
SE Coupe	6,570	6,634	6,437
89 PONTIAC SUNBIRD			
LE Sedan	5,520	5,575	5,408
SE Coupe	5,667	5,724	5,556
90 PONTIAC 6000			
LE Sedan	8,460	8,546	8,288
89 PONTIAC 6000			
Sedan	6,243	6,303	6,117
90 PONTIAC GRAND AM			
LE Sedan	7,772	7,851	7,618
89 PONTIAC GRAND AM			
Sedan	6,459	6,523	6,330
90 PONTIAC BONNEVILLE			
LE Sedan	11,008	11,119	10,788
89 PONTIAC BONNEVILLE			
LE Sedan	8,373	8,455	8,206
90 PONTIAC GRAND PRIX			
Coupe	9,554	9,649	9,362
89 PONTIAC GRAND PRIX			
Coupe	7,652	7,730	7,499
90 TOYOTA CAMRY			
Sedan 4 Dr Deluxe	9,772	9,870	9,674
89 TOYOTA CAMRY			
Sedan 4 Dr Deluxe	8,097	8,178	8,017
90 TOYOTA COROLLA			
Sedan 4 Dr Deluxe	7,565	7,640	7,489
89 TOYOTA COROLLA			
Sedan 4 Dr Deluxe	6,331	6,393	6,268
90 TOYOTA CRESSIDA			
Lux Sedan	15,505	15,660	15,350
89 TOYOTA CRESSIDA			
Lux Sedan	12,898	13,028	12,769
90 VOLKSWAGEN JETTA			
Sedan 4 Dr	8,349	8,433	8,264
89 VOLKSWAGEN JETTA			
Sedan 4 Dr	6,995	7,065	6,924
90 VOLVO			
240 DL Sedan	13,152	13,284	13,022
89 VOLVO			
240 DL Sedan	11,017	11,126	10,907

PRODUCTS / SERVICES

from used engine coolant. No filters are used. The Bad Ethyl distillation unit helps fleet operators minimize the expense of purchasing new antifreeze. *Finish Thompson Inc.*

Circle 232 on Inquiry Card

COMMERCIAL VEHICLE COUNTS and fleet distribution by county throughout the nation are available in *U.S. Fleet Vehicle Profiles - 1991*. It can be used as a planning and reference tool for companies targeting the commercial fleet vehicle market. *Dwights Energy Research.*

Circle 234 on Inquiry Card

PLANET EARTH RECYCLING operates a fleet of trucks which are specially designed and equipped as mobile antifreeze recycling vehicles. The used antifreeze is pumped through the truck and returned to the dealer with added inhibitors, polymers, surfactants, retardants, and dispersants. This results in a recycled antifreeze chemically superior to new antifreeze at a lower cost per gallon. *Planet Earth Recycling.*

Circle 233 on Inquiry Card

NEW OTC SOFTWARE KITS DIAGNOSE problems in 1991 Chrysler, Ford and GM vehicles. The kits can troubleshoot "Big Three" models back to 1979, and have built-in two-event snapshot "anticipators" to permit data recording and other new features. Starter kit includes a 1991 software cartridge, instruction manuals, quick reference cards, adapter cables and a GM adapter block. For owners of earlier OTC software, the firm offers update kits. *OTC Division, SPX Corp.*

Circle 228 on Inquiry Card

OKI PHONES 800 SERIES consists of two mobile phones and one mini-transportable telephone. Each offers a full range of features. Also available is the Data/Remote Link Kit option package, an intelligent RJ11 interface for the transmission of data. For added safety and convenience in the hands-free mode, the phone can be pre-programmed to answer calls automatically, allowing the driver to keep both hands on the steeringwheel. *OKI Phones.*

Circle 231 on Inquiry Card

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GAS PRICES

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Cost Per Gallon

City	Full-Serve	Self-Serve
Juneau, AK	175.9¢	152.9¢
Mobile, AL	151.9	114.2
San Jose, CA	150.4	116.2
Denver, CO	159.8	112.2
Washington, D.C.	153.6	114.6
Tampa, FL	170.9	119.7
Maui, HI	198.6	148.2
Idaho Falls, ID	125.5	115.4
Quincy, IL	148.2	121.9
Louisville, KY	138.9	113.9
Boston, MA	141.8	129.7
Duluth, MN	140.4	128.9
Kansas City, MO	140.6	107.8
Charlotte, NC	148.4	124.9
Yakima, WA	181.4	132.4

The average U.S. full-serve gasoline price for the month of June was 139.5 cents per gallon.
The average U.S. self-serve gasoline price for the month of June was 118.6 cents per gallon.
Survey conducted during the first five working days of June 1991.
Supplied by Runzheimer International, Runzheimer Park, Rochester, WI.

Whatever women do they must do twice as well as men to be thought half as good. Luckily, this is not difficult.

Charlotte Whitton

Nobody objects to a woman being a good writer or sculptor or geneticist if at the same time she manages to be a good wife, a good mother, good-looking, good tempered, well-dressed, well-groomed, and unaggressive.

Marya Mannes

Women are like elephants to me. I like to look at them, but I wouldn't want to own one.

W.C. Fields

Why Women Are Winning

What do Charlie Whitaker (General Mills), Walter Langseder (Lipton), Les Landau (Picker X-Ray), George Wilson (CIT) and Emerson Parker (Hartford) have in common? If you are old enough to know, the easy answer is they were fleet managers in the late '50s, they were all men and they led to the formation of NAFA. There wasn't a Florence Nightingale, Joan of Arc, or Maria Sklodowska (Madam Curie, to most of us) around in what might be termed the "good old boy" network at the time. In recalling my first NAFA meeting at the now ancient (with a new name) Book-Cadillac Hotel in Detroit around 1960, the only women involved were the waitresses at the luncheon and some suspicious-looking hooker-types in the entertainment suite during the evening.

That was 30 years ago and as the cigarette commercial states, "You've come a long way, baby." While women do not yet dominate as the nation's fleet managers, they have earned a presence and respect that many are still finding difficult to accept.

Today the first valid research of active fleet accounts by a national marketer (see chart, right) shows that nearly 37 percent of the country's commercial fleet managers are women among major accounts. The results also note that, when combined with smaller fleets, women still represent more than a quarter of all managers. My count in NAFA's new roster edition of members shows 32 percent are women and I note that four out of the 11 officers and trustees are also women.

Twenty years ago, only 40 percent of all women with children participated in the U.S. labor force; today the figure has surged to 65 percent. Patsy Mance of Bristol-Myers Squibb, 1991 Professional Fleet Manager of the Year, personifies the professionalism that women have earned (against odds) along with the recognition and respect of their peers. I, for one, applaud the renaissance.

ED BOBIT

Women Fleet Managers — Commercial Contacts

Medium-size Accounts (25 - 499 units)	Total Contacts	No. of Women	%
Atlanta	70	4	5.7%
Boston	18	0	0.0%
Charlotte	89	14	15.7%
Cincinnati	24	9	37.5%
Dallas	29	5	17.2%
Denver	104	17	16.3%
Detroit	66	9	13.6%
Houston	7	1	14.3%
Kansas City	35	7	20.0%
Los Angeles	26	4	15.4%
Memphis	10	2	20.0%
Milwaukee	65	6	9.2%
Minneapolis	53	3	5.7%
New Orleans	60	0	0.0%
New York City	26	0	0.0%
Orlando	7	2	28.6%
Philidelphia	31	7	22.6%
Pittsburgh	41	5	12.2%
Portland	26	6	23.1%
San Francisco	49	17	34.7%
St. Louis	18	6	33.3%
Syracuse	45	7	15.6%
Washington D.C.	28	6	21.4%
Total Contacts	**927**	**137**	**14.8% (Medium-Size)**
Major Accounts	**821**	**303**	**36.9% (Over 500)**
Grand Total	**1,748**	**440**	**26.2%**